

## Message Text

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PAGE 01 KUWAIT 03142 080821Z  
ACTION EB-07

INFO OCT-01 NEA-10 ISO-00 /018 W  
-----080823Z 111101 /12

R 080730Z JUN 77  
FM AMEMBASSY KUWAIT  
TO USDA WASHDC  
INFO SECSTATE WASHDC 8214  
USDOC WASHDC  
AMEMBASSY MANAMA  
AMEMBASSY TEHRAN

UNCLAS KUWAIT 3142

USDA FOR FAS/W FOR DOBBINS

TEHRAN FOR AGATT

E.O. 11652: N/A  
TAGS: BAGB, BEXP, KU  
SUBJECT: FAS PROCESSED FOOD SALES TEAM VISIT TO KUWAIT

1 ALTHOUGH SEVERELY LIMITED BY THE PAUCITY OF COMMERCIAL FIRMS REPRESENTED ON THE TEAM, THE EXTREMELY LIMITED TIME FRAME (LESS THAN A DAY AND ONE HALF), AND THE UNSUITABILITY OF MANY FIRM PRODUCTS TO THE MARKET, THE SALES TEAM DID MEET WITH SOME SUCCESS. DURING ITS STAY, THE EMBASSY ARRANGED OVER THRITY APPOINTMENTS, WHEREIN AGENCY AGREEMENTS WERE DISCUSSED (NONE SIGNED), APPROXIMATELY 55,000 DOLLARS IN IMMEDIATE SALES WERE MADE, AND APPROXIMATELY \$130,000 IN 12 MONTH FUTURE SALES WERE PROPOSED. EMBASSY RECEPTION AT KUWAIT HILTON PROVIDED TEAM WITH CONGENIAL FORUM TO FURTHER EXTEND THEIR RANGE OF LOCAL CONTACTS. A NUMBER OF THE MAJOR KUWAITI IMPORTERS ATTENDED OR SENT A REPRESENTATIVE. LOCAL IMPORTERS WERE CRITICAL, HOWEVER, AS WERE PRIVATE SECTOR PARTICIPANTS, OF LIMITED NUMBER OF U.S. TRADE REPRESENTATIVES WITH COMMERCIAL

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SALES CAPABILITY AND THE LIMITED TIME AFFORDED THE TEAM IN KUWAIT.

2. MANY TEAM MEMBERS FELT THE U.S. IS NOT OBTAINING ITS SHARE OF THE KUWAIT MARKET FOR MANY FOOD PRODUCTS INCLUDING POULTRY AND BEEF. SNACK FOODS SHOWED A GOOD MARKET POTENTIAL AS THE KUWAITI TASTES ARE

BECOMING MORE WESTERNIZED AND FAST FOOD ORIENTED. MEMBERS FELT THERE IS LITTLE, IF ANY, MARKET FOR CANNED MEAT ITEMS, AND ESPECIALLY CANNED CHICKEN GIVEN AVAILABILITY OF FROZEN CHICKEN. QUALITY OF U.S. FOOD PRODUCTS IS WELL KNOWN TO THE MARKET, BUT THE HIGHER PRICES AND FREIGHT CHARGES ARE OBSTACLES TO FURTHER EXPANSION OF U.S. FOOD EXPORTS.

3. EMBASSY RECOMMENDS, AND SALES TEAM CONCURS, THAT FUTURE U.S. SALES TEAMS AND FOOD EXHIBITIONS SHOULD INCLUDE ONLY REPRESENTATIVES WITH COMMERCIAL SALES CAPABILITY AND WITH PRODUCTS MATCHING IMPORT OPPORTUNITIES AND EMPHASIZING FOOD PRODUCTS NEW TO MARKET.

4. COLLINS, WHO CLEARED ABOVE, COMMENDED EMBASSY FOR ITS EFFORTS AND SALES TEAM SUPPORT.  
SUTHERLAND

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## Message Attributes

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**TAGS:** BAGB, BEXP, KU  
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**Review Markings:**  
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